

LEO BURNETT MEDIA

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December 13, 1996

Ms. Rita Schneider
PHILIP MORRIS U.S.A.
120 Park Avenue
New York, NY 10017

Re: 1997 Virginia Slims - Legends Tour Media Plan (Revision 1)

Dear Rita:

Attached please find the 1997 Virginia Slims revised Legends Tour media plan. Please note the following OOH changes that were approved by Philip Morris on November 13, 1996:

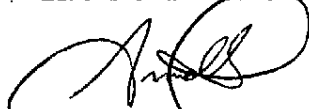
Out-of-Home

Per Philip Morris, we have increased the number of OOH posting weeks from two to four in all Legends markets. This increases the Legends Tour budget from \$300M to \$400M. The budget difference will be funded through print savings. If additional monies will be needed to fund the \$100M difference, the December 1997 print schedule will be slightly reduced.

As always, please feel free to call with any questions.

Sincerely,

LEO BURNETT U.S.A.



Annette Zwierzchowski
Media Supervisor

cc: R. Simons, K. Marryshow, S. LeVan, W. Marin - PM
J. Hanrahan, S. Tegethoff, B. Harmon, P. Moran, J. Bowers, D. Porter, D. Altshuler,
B. Chiarucci, M. Jarvis, C. Bulanda, R. Clarkson - LBCo.



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